COLUMBIA PICTURES presents

ROBERT ROSSEN'S PRODUCTION

OF THE

PULITZER PRIZE NOVEL

ALL THE KING'S MEN

Based upon the Pulitzer Prize Novel by
Robert Penn Warren

with

BRODERICK **CRAWFORD**

JOANNE **DRU** · JOHN **IRELAND**

JOHN **DEREK** · MERCEDES **McCAMBRIDGE**

Written for the Screen and Directed by **ROBERT ROSSEN**

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Columbia Pictures Corp.

PB#3119

The Pulitzer Prize Novel Becomes a Very Great Motion Picture

Mat 1-B; Still No. Adv. 12
BRODERICK CRAWFORD
as **Willie Stark**

Mat 1-C; Prod. Still No. 157
JOANNE DRU
as **Anne Stanton**

Mat 1-A; Prod. Still No. 121
JOHN IRELAND
as Jack Burden

Mat 1-D; Still No. Derek 10
JOHN DEREK
as **Tom Stark**

Mat 1-E; Prod. Still No. 165
MERCEDES McCAMBRIDGE
as **Sadie Burke**

Shepperd Strudwick	as	Adam Stanton	H. C. Miller	as	Pa Stark
Ralph Dumke	as	Tiny Duffy	Richard Hale	as	Hale
Anne Seymour	as	Lucy Stark	William Bruce	as	Commissioner
Katharine Warren	as	Mrs. Burden	A. C. Tillman	as	Sheriff
Raymond Greenleaf	as	Judge Stanton	Houseley Stevenson	as	Madison
Walter Burke	as	Sugar Boy	Truett Myers	as	Minister
Will Wright	as	Dolph Pillsbury	Phil Tully	as	Football Coach
Grandon Rhodes	as	Floyd McEvoy	Helene Stanley	as	Helene Hale

Written for the Screen and Directed by Robert Rossen; Based upon the Pulitzer Prize novel, "All The King's Men" by Robert Penn Warren; Assistant Director, Sam Nelson; Director of Photography, Burnett Guffey, A. S. C.; Art Director, Sturges Carne; Film Editor, Al Clark; Editorial Adviser, Robert Parrish; Set Decorator, Louis Diage; Montages, Donald W. Starling; Gowns by Jean Louis; Makeup by Clay Campbell; Hair Styles by Helen Hunt; Musical Score by Louis Gruenberg; Musical Director, Morris Stoloff; Sound Engineer, Frank Goodwin; Assistant to the Producer, Shirley Miller; A Robert Rossen Production. A Columbia Picture.

The Story of A Ruthless Big Shot... His Morals, HisManners, His Women

(This Synopsis Not for Publication, Please)

Willie Stark (Broderick Crawford), dynamic backwoods personality, makes headlines when he boldly condemns corruption in local civic affairs. Big city politicians nominate him for Governor in order to split the rural vote and put their own man into office. Willie makes a spectacular campaign, especially after he finds he is being played for a sucker, but narrowly loses the election.

But Willie, who has learned all the political tricks, sets out to be a big-time politician in his own right and gathers together a choice collection of plug-uglies and a host of political hangers-on. With the help of Jack Burden (John Ireland), a reporter, and Sadie Burke (Mercedes McCambridge) his politically-wise secretary, Willie runs for office again and is made Governor in a landslide. His magnetic power has become so great that even aristocratic Anne Stanton (Joanne Dru), Jack's girl, falls under his spell.

Once inside the Governor's mansion, Willie, although popular with the people, inaugurates an administration of reckless corruption. He becomes alienated from his wife, Lucy (Anne Seymour) and, from sheer vanity, forces his adopted son, Tom (John Derek), to play football after being hurt in an automobile accident. As a result, Tom is crippled for life. Willie's failure to clean up the corruption in his administration causes him to lose the support of Judge Stanton (Raymond Greeleaf), Anne's uncle.

Willie orders Burden to "get something" on the judge, which he does, and the judge commits suicide rather than face exposure. Willie successfully fights impeachment proceedings instituted against him but while acknowledging the cheers of his supporters, the Governor is shot by Dr. Adam Stanton (Shepperd Strudwick), Anne's brother, who has learned about their affair. He, in turn, is shot down by Willie's bodyguard. Burden convinces Anne that together they must destroy the Willie Stark legend.

(Running Time: 109 Minutes)

New Dramatic Film Based On Pulitzer Prize Novel

One of the outstanding events of the current movie season, Robert Rossen's production of "All The King's Men," based on the Pulitzer Prize novel by Robert Penn Warren, will have its local premiere at the ..... Theatre ..... Released by Columbia Pictures, the powerful film includes in its principal roles Broderick Crawford, Joanne Dru, John Ireland, John Derek and Mercedes McCambridge.

The story of a big shot whose world suddenly exploded in his face, "All The King's Men" is said to unfold with mounting intensity a moving drama of a large-scale slice of American life. The movie is reported to be a big one in every respect, including the action, cast and story. Filmed on location in the three northern California towns of Suisun, Fairfield and Stockton, thousands of townspeople and the actual buildings of these towns were used to give the film an impact and a scope that few films in recent years have achieved.

As the big shot politician who, by gift of tongue and magnetic personality climbs to the political pinnacle of his state, Crawford has the best role of his career. Brutal, forceful and dynamic, he attracts to his service supporters of every stripe including gamblers and crooks, aristocrats and the common people, putting them in his hip pocket, next to the whiskey and the blackjack and the gun.

Hungry for power, Crawford's appetites are not appeased by its achievement. Instead, he rides roughshod over all opposition, humbling his opponents in the dust until his villainies force a few decent people to risk ruin in order to destroy him.

The film is said to be loaded with great acting performances in addition to Crawford's. There is the portrayal of Miss Dru as a young aristocrat who becomes a worshipper at the shrine of the "great" man; that of Ireland's as the big shot's hatchet man who devotes himself ultimately to destroying the legend that sprang up among the faithful; Derek's, as the great one's adopted son; and Miss McCambridge's who comes from the Broadway stage and the radio field to give a brilliant first performance as his earthy secretary.

Rossen wrote the screen play and also directed, in what is acknowledged to be his greatest screen achievement.

"All The King's Men" Makes Compelling Movie

(Review)

"All The King's Men," Robert Penn Warren's Pulitzer Prize winning novel, has been forged into a forceful and compelling motion picture. Robert Rossen's production for Columbia Pictures has pitilessly etched in acid the portrait of a political big shot who caused a ferment in the lives of everyone in his state. His morals, manners and women have been delineated with brilliant style and stunning impact in the ..... Theatre attraction. Seldom has a motion picture been so vital, so fraught with meaning for the average movie-goer. Its very greatness as movie entertainment compels seeing.

Broderick Crawford's performance of the ruthless big shot is likewise stamped with greatness. As Willie Stark, who thought he had the world by the tail, till it exploded in his face with a bullet attached, Crawford exudes a magnificent animal vitality, a swaggering confidence in the star of his destiny that carried everything and everyone before him. Building his power as Governor, humbling his enemies—and his friends—Willie literally was destiny's favorite son. Even lovely and aristocratic Anne Stanton (Dru) was swept off her feet by the irresistible Willie, forsaking her true love, newspaperman Jack Burden (Ireland).

Virtually the whole state ultimately worked for Willie Stark, in "All The King's Men" at the current wages of sin. But Willie's very ruthlessness awakened the spirit of a few who risked ruin and sought to destroy him.

Rossen, who wrote the screen play and also directed, has done an exquisite job, capturing the electrifying drama of the big shot's life. He has had the valuable benefit of some superb performances, in addition to Crawford's—from Miss Dru, who looks very beautiful despite some pretty agonizing moments; from Ireland, as the big shot's hatchet man, who, in the final awakening, devotes himself to destroy the legend of greatness of Willie Stark; from handsome John Derek as Willie's adopted son and from Mercedes McCambridge as Willie's secretary, earthy, bitter and completely realistic.

Author Robert Penn Warren Has His Say

"I have just seen "All The King's Men" and I want to tell you how impressed I am. All of the main characters, and many of the minor ones, came startlingly alive for me. I say startlingly, because when I first saw the picture I thought of them as people inwardly alive, coming before me in their own right. In a way, it was like going back to the first, fresh idea of the book, before I had written a word.

"Where the characterizations departed from my own original ideas, as is sometimes the case, I felt it to be in accordance with a new and equally valid logic which the characters and director had discovered. I felt that they had revealed to me new aspects and new possibilities of the material. And as for the atmosphere, the general feeling of the picture—that, too is effectively done. In this picture, I think, there is intensity without tricks and pretensions, and always a sense of truth: such a thing as this could happen in a world like this."

Broderick Crawford Has His Best Role In "All King's Men"

The old adage that an actor is made by one good role goes out the window as far as Broderick Crawford is concerned.

Crawford played Lennie in John Steinbeck's "Of Mice and Men," read all the critical raves with pleasure, and sat back to wait for the Hollywood producers to come up with another part just as good.

They have finally done so after 11 years, 26 pictures, and a war.

The role is that of Willie Stark, ruthless, power - grabbing governor of Robert Rossen's production of "All The King's Men," based on the Pulitzer Prize novel by Robert Penn Warren. The new Columbia Pictures film is currently at the ..... Theatre.

It's the kind of role actors dream about. Most of the big stars of Hollywood were mentioned for it in the gossip columns, or came out and said they would like to have that role above all others.

But it went to Crawford after nothing more in the way of political pull than a screen test. Crawford wasn't exactly running away from it, of course. As a matter of fact, he had had his eye on the role ever since the book came out and won the big literary prize. He had been waiting and watching.

It reminded him a good deal of the role of Lennie, and how he got that. He had just played a role in his first picture, and was on his way back to Broadway. On the train he read Steinbeck's classic story.

"I rushed up to Sam Harris' office," he says, "and Harris said they were going to produce a play from it all right, but that George Kaufman, who was in Hollywood, was casting it. I called Kaufman, and he said he'd let me know."

The play was produced, you may remember, and then the picture. Crawford was sensational in both. He was so sensational that he waited a solid year until he got any other role at all, or even an offer. Then they put him in Westerns, sea stories and other films in which he portrayed big, bad leering men.

Crawford is hoping maybe his role in "All The King's Men" will change his luck. That maybe it will only be six months instead of a year before Hollywood hires him for something else.

Others importantly cast in "All The King's Men" are Joanne Dru, John Ireland. John Derek and Mercedes McCambridge.

Rossen also wrote and directed the Columbia Picture.

All King's Men Mat 4-A; Still No. Art 13

THE STORY OF A RUTHLESS BIG SHOT, as depicted in Robert Rossen's production of "All The King's Men" at the ..... Theatre, is shown above in a drawing made by Stan Kohn, famous newspaper artist. The Columbia picture is based on the Pulitzer Prize winning novel and features Broderick Crawford, Joanne Dru, John Ireland, John Derek and Mercedes McCambridge in its cast.

Pulitzer Prize Dramas Rate High as Film Hits

Traditionally, most Pulitzer Prize winning novels have been peculiarly fitted for adaptation to the film medium. Their gripping stories, rich characterizations and the broad scope of the action have been perfect material for the screen.

The latest of the prize novels to reach the screen as a motion picture of great stature is Robert Rossen's production of "All The King's Men," the powerful Columbia Pictures version of Robert Penn Warren's novel which is currently showing at the ..... Theatre. Warren, distinguished novelist and poet, has written a number of exciting novels in a vigorous style. They include "Night Rider," "At Heaven's Gate," and the Pulitzer Prize winner, "All The King's Men," which won him the coveted literary award in 1947. His most recent novel (his fourth) is "World Enough and Time."

"All The King's Men," as it emerges on the screen, is a brilliant, merciless study of a self-made man, a ruthless "big shot," and his morals, manners and women. Made of the stuff of electrifying drama, "All The King's Men" men is acted out against a huge canvas of large-scale action as one man's magnetic personality affected the lives of thousands.

The new Columbia drama takes its place alongside of such outstanding motion pictures derived from Pulitzer Prize novels, as "The Good Earth," "Gone With the Wind," "The Late George Apley," "The Yearling," "The Grapes of Wrath" and "A Bell for Adano." Earlier prize novels which reached the screen were "The Magnificent Ambersons," "So Big," "Arrowsmith," "The Bridge of San Luis Rey," and "Alice Adams."

Featured in the leading roles of "All The King's Men" are Broderick Crawford, Joanne Dru, John Ireland, John Derek and Mercedes McCambridge.

Rossen wrote and directed the story of "All The King's Men" for the screen.

All King's Men Mat 2-D; Still No. 72

ALL THE KING'S MEN, a Robert Rossen production for Columbia release, is at the ..... Theatre with Broderick Crawford (coat on arm) and John Ireland in important featured roles.

"King's Men" Opening

Robert Rossen's production of "All The King's Men," Columbia's picturization of the powerful Pulitzer Prize novel by Robert Penn Warren, will open at the ..... Theatre ..... Broderick Crawford, Joanne Dru, John Ireland, John Derek and Mercedes McCambridge head the cast. Rossen wrote the script and also directed the movie about a ruthless big shot who had the world by the tail, till it exploded in his face!

"King's Men" Represents Peak of Rossen's Career

When all the cunning, artfulness and skill that a man has acquired while practising his craft for ten years is applied to a specific work, the result is bound to be good—or even great.

Robert Rossen's production of "All The King's Men" coming to ..... Theatre on ....., is reputed to be the crowning achievement, to date, of the famous craftsman's Hollywood career. He has been pointing toward this work for a decade and, in prepartion, has applied himself diligently to the various phases of motion picture work. Now, in his current production for Columbia Pictures which relates with absorbing detail the fascinating rise of a ruthless "big shot" politician, Rossen busied himself with its writing, direction and production.

Rossen was struggling along, early in his career, soaking up writing and directorial experience on the stage, when he was "discovered" by Mervyn LeRoy. For seven years he labored arduously as a writer in the Warner vineyard, turning out some memorable scripts including "They Won't Forget," "Dust Be My Destiny" and "Edge of Darkness."

But Rossen had a hankering to direct. He had always felt that the most important factor in making a successful picture is the script, and that a writer directing his own work was the most certain formula for attaining the finest result. So, convincing Columbia Pictures (he had by this time quit the Warner lot) Rossen proceeded to direct and write "Johnny O'Clock." There then followed "Body and Soul," which he directed. Back at Columbia, he got a chance to produce "The Undercover Man."

Everything he learned at these chores, he says, has been incorporated in "All The King's Men," based on Robert Penn Warren's Pulitzer Prize novel. Rossen proceeded to reduce this outstanding property to exciting script terms, then gave it the Rossen directorial touch and also supervised production.

Advance rumblings from Hollywood indicate that in transcribing the Pulitzer Prize novel to the screen it has become a vital, very great motion picture. With keen insight he has depicted Willie Stark, the magnetic big shot who might have been a pretty good guy if too much power and women hadn't gone to his head. Rossen has assembled a remarkable cast to interpret his script. There's Broderick Crawford as the big shot; Joanne Dru, John Ireland, John Derek and Mercedes McCambridge whose paths cross Crawford's.

"All The King's Men" Set for Local Bow

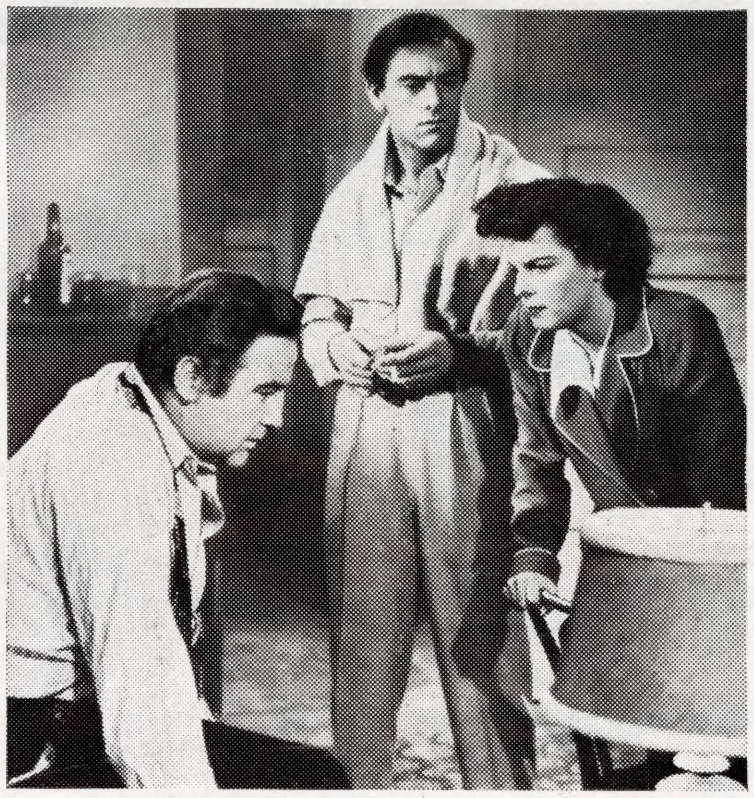
The motion picture version of "All The King's Men," the Pulitzer Prize winning novel, is coming to the ..... Theatre ..... Brought to the screen in Robert Rossen's production for Columbia Pictures, the picture has a cast that includes Broderick Crawford, Joanne Dru, John Ireland, John Derek and Mercedes McCambridge in the leading roles.

"All The King's Men" is the story of a big shot who might have been a pretty good guy if too much power and women hadn't gone to his head. Crawford, reportedly in the greatest role of his career, portrays a magnetic politician with a gift for power, while Miss Dru, Ireland, Derek and Miss McCambridge are his pawns.

Rossen wrote the script and directed "All The King's Men" for Columbia Pictures.

"King's Men" Holds

The Columbia film version of Robert Penn Warren's Pulitzer Prize winning novel, "All The King's Men," will have its run at the ..... Theatre extended till ..... The Robert Rossen production was also written and directed for the screen by Rossen and includes Broderick Crawford, Joanne Dru, John Ireland, John Derek and Mercedes McCambridge in the principal roles.



All King's Men Mat 2-B; Still No. 136

TURNING POINT IN BIG SHOT'S CAREER! Broderick Crawford learns that he has been played for a sucker in Robert Rossen's production of "All The King's Men" at the ..... Theatre. John Ireland and Mercedes McCambridge are also in the Columbia film.

All King's Men Mat 2-C; Still No. 126

DISHONOR BEGINS AT HOME! Broderick Crawford slaps his son, John Derek, in this scene from Robert Rossen's production of "All The King's Men" at the ..... Theatre. John Ireland and Anne Seymour also appear in the Columbia picture.

All King's Men Mat 2-A; Still No. 68

PLEASE HELP ME, begs Joanne Dru as John Ireland prepares to leave town in Robert Rossen's production of "All The King's Men" at the ..... Theatre. The Columbia picture is based on the Pulitzer Prize winning novel by Robert Penn Warren.

Brief Items On "King's Men"

Robert Penn Warren's Pulitzer Prize-winning novel, "All The King's Men," joins the list of great prize books which have reached the screen. Robert Rossen's production of "All The King's Men," powerful Columbia drama, is now holding forth at the ..... Theatre with Broderick Crawford, Joanne Dru, John Ireland, John Derek and Mercedes McCambridge in the leading roles.

★ ★ ★

With "All The King's Men," Columbia Pictures' electrifying drama now at the ..... Theatre, Robert Rossen joins the elite of Hollywood who have a triple credit to their name. Rossen wrote, directed and produced the film which is based on Robert Penn Warren's Pulitzer Prize-winning novel. The movie features Broderick Crawford, Joanne Dru, John Ireland, John Derek and Mercedes McCambridge.

★ ★ ★

Not since his immortal Lennie of John Steinbeck's "Of Mice and Men," has Broderick Crawford had a role as rich as the ruthless big shot of Robert Rossen's "All The King's Men." The powerful Columbia drama is currently on view at the ..... Theatre and is based on Robert Penn Warren's Pulitzer Prize novel.

★ ★ ★

Most players benefit from a change of pace in their performances. Joanne Dru, who first attracted attention with her fiery role in the monumental Western, "Red River," proves to be no exception. Now enacting the dramatic part of a beautiful rich girl in love with a big-shot politician, in "All The King's Men," the Robert Rossen production of the Pulitzer Prize novel, Miss Dru reveals a new facet of her acting talent in the Columbia picture now on view at the ..... Theatre.

★ ★ ★

John Ireland at last gets a chance to play a romantic role in Robert Rossen's production of "All The King's Men," which Columbia Pictures is releasing at the ..... Theatre. Ireland, hitherto, has had character parts, which he interpreted admirably, but never quite got the girl. "All The King's Men," based on Robert Penn Warren's Pulitzer Prize novel also features Broderick Crawford, Joanne Dru, John Derek and Mercedes McCambridge.

★ ★ ★

John Derek, whose classic features endeared him to a lot of female admirers when he made his debut in "Knock On Any Door," continues his promising career in Robert Rossen's production of "All the King's Men," sensational Columbia drama at the ..... Theatre. Derek plays the adopted son of a power-drunk politico in the movie based on Robert Penn Warren's Pulitzer Prize novel.

★ ★ ★

Mercedes McCambridge, famous Broadway and radio actress who flew out to Hollywood for a top role in Robert Rossen's production of "All The King's Men," Columbia drama now at the ..... Theatre, could get an award as the most cosmopolitan actress in Hollywood. Although she has a semi-permanent residence in New York, she also maintains legal residences in St. Croix, St. Thomas, Trinidad, Martinique and Nice.

First Rate Acting Honors Won by "King's Men" Cast

When a picture boasts a performance of Academy Award stature, it is cause for joyous celebration by the studio and also evokes hosannas from critics and public alike. But when, in addition, the picture also contains other performances of an exceptionally high calibre, then it is a very remarkable achievement, indeed.

Robert Rossen's production of "All The King's Men," based on the Pulitzer Prize novel by Robert Penn Warren, is such a film. Besides Broderick Crawford's portrait of a "big shot" who thought he had the world by the tail until it exploded in his face with a bullet attached, the powerful Columbia drama at the ..... Theatre, also has a memorable cast that includes Joanne Dru, John Ireland, John Derek and Mercedes McCambridge.

Their combined performances is a magnificent example of ensemble playing. Each finely chiselled piece of acting meshes perfectly with the others like the delicate jewels in an expensive timepiece. As the brutal but dynamic politician who had the others in his hip pocket along with whiskey, the blackjack and the gun, Crawford gives an electrifying performance. A rabble-rousing demagogue, he exudes such power and sheer animal magnetism that he sweeps everything before him except for the few who risk ruin and seek to destroy him.

Keyed closely to Broderick's magnificent effort, that easily and with plenty to spare catapults him into that select group of actors who have inspired Academy Award attention, are the others. Miss Dru wrenches at the heart with her portrait of the aristocratic girl who is swept off her feet in such a blind, consuming passion for Broderick that she loses all sense of family honor. Ireland comes through with a biting performance as the newspaperman who becomes the politico's hatchet man at the current wages of sin.

The other principal players are equally integrated into the smoothly unfolding whole. Derek, as the adopted son of the big man who goes for the girls. delivers some sardonic playing, while Miss McCambridge, new to films, establishes herself as an actress to reckon with in her role as the politician's smart secretary who had been around.

That's how a brilliant script by Rossen comes to electrifying life with beautifully integrated performances directed by Rossen.

Grass Almost Grows On City's Street

Columbia hauled in fifty tons of fine brown topsoil to cover the streets of Suisun, northern California city used in Robert Rossen's production of "All The King's Men," now playing at the ..... Theatre.

It was not so grass could grow in the streets, though. They're already paved. It's just because the studio wanted the setting to appear far enough in the back country to be recognizable as any unnamed American country town. Neither north nor south. Just back country.

The cast of the picture is headed by Broderick Crawford, Joanne Dru, John Ireland, John Derek and Mercedes McCambridge.

"King's Men" Sets Set Extra Records

Robert Rossen's production of "All The King's Men," based on the Pultizer Prize novel by Robert Penn Warren, probably established an all-time Hollywood high for the number of extras used in a single picture.

Made almost in its entirety on location in Northern Califronia, utilizing many periods and many different localities in the state, it was necessary to use entirely different background extras each day. Since about 500 background extras were used a day for a long period, the extras were numbered in the tens of thousands.

The Columbia Pictures drama is at the ..... Theatre.

Script Speeches Sway Town's Voters

Greatest compliment received by director-producer Robert Rossen making "All The King's Men," stirring Columbia drama based on the Pulitzer Prize novel by Robert Penn Warren, in Suisun, California, came when a dozen irate citizens, who had heard Broderick Crawford, in the role of Governor Willie Stark, speak from a platform in the center of the city, presented themselves at city hall, demanding to know where to vote for Willie Stark.

The citizens were mollified, though, when they were handed checks for their part in the picture — as bystanders while the political speech was being made for one of the key sequences in the movie now showing at the ..... Theatre.

Movie Prop Chair Props Up Producer

Director Robert Rossen, who both directed and produced "All The King's Men" for Columbia, from the Pulitzer Prize novel, had a fall from a parallel bar one day and hurt his back. But he didn't have to go home.

Fortunately, John Derek, playing Broderick Crawford's son in the picture, now at the ..... Theatre, had been using a wheelchair during the latter parts of his role. Rossen merely borrowed it for the afternoon and carried on for the rest of the day!

When in Hollywood Do as the Stars Do

An old Hollywood custom brought considerable embarrassment to a production aide of Robert Rossen's, whose film production of the Pulitzer Prize novel, "All The King's Men," is now being shown at the ..... Theatre. It is a Columbia picture.

The incident happened just before a big scene in which 1,000 citizens of Stockton, Calif., employed as extras for the sequence, were supposed to yell their heads off for Broderick Crawford, playing Governor Willie Stark, just as he was about to launch a fiery speech.

"Quiet!" yelled the production aide—and then remembered that he wasn't on a Hollywood sound stage where the word has to be shouted as a matter of course every few seconds.

"Excuse me, folks," the man said when he saw a thousand puzzled people turn to stare at him. "It's just an old Hollywood custom. You're to yell, not to be quiet!"

Pulitzer Prize Book Keys Your Campaign!

• "All The King's Men," by Robert Penn Warren, won the Pulitzer Prize in 1947 for the most distinguished novel of the year by an American author. Millions read the novel and eagerly await the film. Base your showmanship upon the book.

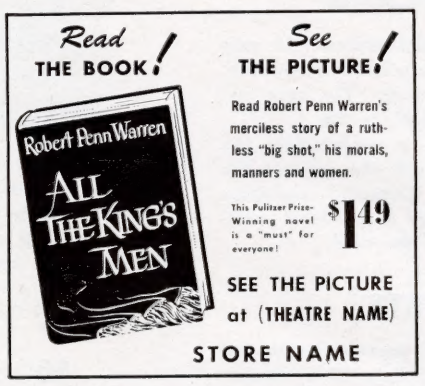
• Originally published by Harcourt Brace and Co., Inc., 383 Madison Ave., New York 17, N. Y., "All The King's Men" has been reprinted, in a $1.49 copy, by:

Grosset & Dunlap, Inc.,
1107 Broadway,
New York 10, N.Y.

Grosset & Dunlap Aids Tie-Up

• Grosset & Dunlap has tied in with the film version of "All The King's Men." Dealers throughout the country have been advised that the publisher will make an allowance of $5 to any bookshop installing a window display featuring both the novel and the local film playdate. To win the allowance, bookshop must not only install the window display but must photograph it and send a print of the display to Mr. Ted Anderson, Grosset & Dunlap, Inc., 1107 Broadway, New York 10, N.Y.

• In working up such displays, arrange to use the 14" x 22" window card described at the right, stills from the picture, a one-sheet, and prominent theatre and playdate credits.



DEALER AIDS

Grosset & Dunlap is making these dealer aids:

1 column x 100 line ad (top, left).

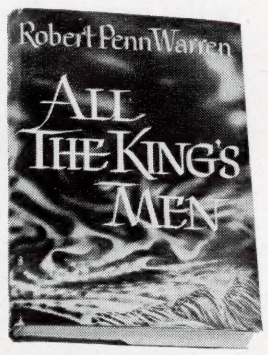
2 column x 50 line ad (bottom, left)

14" x 22" three color window card (top, right).

All dealer aids are free. The supply is limited, so order early from:

Exploitation Department, Room 905, Columbia Pictures Corp., 729 7th Ave., New York 19, N. Y.

USE BOOK JACKET



Illustrated at the right is Still No. Art 14, a reproduction of the original jacket for the Harcourt Brace edition of "All King's Men." This can be used in a variety of ways; the following are suggested for your selling campaign:

WALKING BOOK: Blow up the still and use it in a "walking book" street bally, with star, theatre and playdate credits. Be sure to include the Pulitzer Prize information.

OUT FRONT: A giant blow-up of the still, surrounded by scene stills and credits, should prove a valuable attention-getter inside your advance lobby, and out front, current. Copy might be: *"You Read the Pulitzer Prize Novel—Now See the Film!"*

SET PIECE: Work out an "out of the pages of the book" display, using Stills No. Art 5 through 12 shown on page 7 of this pressbook. Stills might be placed on a wheel, behind the book, so that they revolve "out of the pages of the book."

PEEP BOX: Use Still No. Art 14 as the cover of a peep box, with a peephole permitting advance patrons to: *"See Something New in the Movies!"* Interior of peep box should contain stills from the picture, credits and Pulitzer Prize information.

DISPLAYS: For those dealers who wish to make up their own displays, in addition to the 14" x 22" described elsewhere on this page, Still No. Art 14 is especially valuable. Displays should also be prepared for lending libraries and for public libraries.

CO-OP ADS: Dealers and department stores who advertise the book in conjunction with the picture and playdate might find the art still useful in preparation of their own specialized advertising.

PULITZER WINNERS

Pulitzer Prizes have been awarded annually since 1917 for outstanding work in various phases of journalism and literature. There may be one or more Pulitzer Prize-winners in your town. Go after them—for personal appearances, for newspaper and radio interviews, for quotes to be used in publicity and advertising, etc. Work closely with newspapers in locating Pulitzer Prize winners.

SELL AUTHOR

In addition to "All The King's Men," Robert Penn Warren has written: "John Brown," "Pondy Woods and Other Poems," "Thirty-Six Poems," "Selected Poems," "Night Rider," "At Heaven's Gate" and "World Enough and Time." Arrange for displays of Mr. Warren's books, with special attention paid to "All The King's Men."

OTHER BOOK STUNTS

Capitalize on the pre-sold values of your picture by keying your exploitation campaign to the famed book on which it is based.

BOOK MARKS: Prepare a book mark locally for public library, rental library and book store distribution, listing other Pulitzer Prize novels turned into films (see list on page 7), and carrying full picture and playdate credits.

BLOW UP REVIEWS: Obtain copies of the book reviews which originally appeared in local newspapers on publication of the book. Set up a lobby 40" x 60", using the reviews, stills from the picture, etc. Quotes from the book reviews might also be used in special handouts, letters, etc.

DISPLAY AD: Arrange with newspaper's managing editor to reprint newspaper review of the book in a display ad, calling attention to the paper's book review and theatre sections.

FREE ADMISSIONS: Offer free admissions to the first fifty persons bringing a copy of the book to the theatre opening day. Announce that the books so delivered will be turned over to a local hospital or hospitals.

CRITICS: Get local book critics to review your picture, calling particular attention to the "book-into-movie" theme.

SCHOOLS: Arrange for upper classes in the high schools to see the film and to write critical essays on it, with guest tickets or other prizes going to the best essays in each class.

SPECIAL LETTERS: Special letters announcing the picture and playdate should go to members of literary groups, women's clubs, teachers and other persons who read the book.

CRITICS' COPIES: An excellent good will gesture can be made by sending copies of the book to film critics, radio personalities and other persons who may play important roles in your promotion campaign.

Theatre Showmanship

Begin your promotion campaign on "All The King's Men" in your theatre itself, where advance audiences can be reached and reminded of the film's importance. Suggested below are a number of easy-to-work angles to be considered for all-out showmanship.

DISPLAYS

STAIR LANDINGS: Blow up and cut out Prod. Still No. 94 (Broderick Crawford full figure) and place it on a stair landing, with picture and playdate copy. The blow-up might also be used near the entrance, so that it is the first thing seen by patrons.

CHARACTER DISPLAY: This same still, blown up, might be used to key a display along the "character board" lines of 4-column Ad Mat 404. Strings should lead from Broderick Crawford's upraised hand to panels of star head stills, preferably the art stills shown on page 7 of this pressbook. Copy should be that of the ad: "These People Were in His Hip Pocket, etc."

MARQUEE HANGERS: Mount the art stills shown on page 7 of this pressbook on heavy cardboard, on the back of which should be full picture and playdate credits. Use as marquee and inner lobby hangers.

GIANT POSTCARD

On opening day, set up a giant postcard in your lobby, addressed to Broderick Crawford in Hollywood. Message on the card should read: "We have just seen you in 'All The King's Men' at the ..... Theatre in Blanktown, and wish to congratulate you on a performance which ranks with the greatest the screen has ever presented." Outgoing audiences should sign the card. Arrange for a prominent localite to be photographed signing the card.

6 STILL SETS

Available from your National Screen Service exchange) 1) production set of 25 flats: 2) newspaper set of 20 flats; 3) newspaper and star set of 25 uprights; 4) 11" x 14" newspaper set of 15; 5) art set (reproductions of key art from the ads); 6) publicity-exploitation set (stills used for scene mats and in exploitation campaign).

TRAILER

Exciting glimpses of an exciting motion picture, this carefully-prepared trailer should be shown to advance audiences early and often. Order it now from your nearest National Screen Service exchange.

6-SHEET CUTOUT

The 6-sheet on "All The King's Men" can be cut out and mounted as shown. Have your electrician rig up a string of lights behind the Pulitzer Prize copy at the top of the display, so that they flash on in sequence and remain on for a moment, giving the effect of a tape message. A panel of stills might be placed at the right.

40" x 60" AD BLOW-UPS

4-COLUMN MAT 401 is a "message" ad which describes the picture's theme and effect. Blown-up to appropriate size and flanked by stills from the film, this ad should prove a valuable attention-getter. It may also be used as the basis for a personally signed letter from the manager to his audiences, via mailing lists.

4-COLUMN MAT 404 pictures an artist's interpretations of the film's principals, and makes a perfect "character board." This ad can be used for display without change.

RADIO SPOTS

Take to the air waves with the news of your "All The King's Men" playdate:

15 SECONDS: "All The King's Men," the Pulitzer Prize novel by Robert Penn Warren, has been made into a vital, very great motion picture. Be sure to see Columbia Pictures' "All The King's Men," the story of a big shot, when it opens ..... at the ..... Theatre.

30 SECONDS: Is there anything new in the movies? Yes, "All The King's Men" is new, vital, great! In the Columbia picture opening ..... at the ..... Theatre, life, death and tragic happenings vie with each other in moods so tense the crackling seconds become almost painful. Based upon the great Pulitzer Prize-winning novel by Robert Penn Warren, "All The King's Men" is a brilliant, merciless study of a self-made man, a ruthless big shot, his morals, manners and women. You should see "All The King's Men" at the ..... Theatre beginning ..... Its like may not come this way again.

TRANSCRIPTION

A 16" radio transcription containing 15-, 30- and 60-second spot announcements, with time for local commentator to add theatre and playdate credits, is available. Write direct to:

Director of Radio and Advertising Media, Columbia Pictures Corp., 729 7th Ave., N. Y. 19.

FOR DISC JOCKEYS

• Disc jockeys can build an exciting series of programs around a "Pulitzer Prize Song Contest" suggested by the fact that "All The King's Men" is based upon a Pulitzer Prize novel. Sponsoring radio personality points out that Pulitzer Prize awards are given annually for the finest novels, plays, newspaper work, etc., but no award is given for the finest songs. "*If such an award were to be given,*" he should ask, "*which song do you think would win it, this year (last year, etc.)?*" He asks listeners to submit their song of the year, and reasons for choosing as they do. Most popular tunes are played, and "best" accompanying letters receive guest tickets.

• An alternate method of working the stunt would be to have the disc jockey play five or ten of the tunes he considers the best of any one year, with listeners picking the "prize" song. Lists of songs and the years in which they were published might be obtained via Decca's "Songs of Our Times" series.

JOHN DEREK IS POPULAR

One of the most sought-after young stars in Hollywood today, John Derek recently was named "man of the year" in a "choose your star" contest by *Photoplay* magazine readers. Arrange for a similar tribute to be paid Derek by a group of local girls. Plant star stills wherever possible; the following are useful:

Men's Wear: Still Nos. John Derek 6, 7 and 8. *Pets:* Still No. John Derek 34. *Tennis;* Still No. John Derek 13. *Football:* Prod. Still Nos. 173, 175, 177. *Farm Papers and 4-H Clubs:* Prod. Still Nos. 32, 35, 36, 42, 84.

CHESTERFIELDS

John Derek has endorsed Chesterfield cigarettes, a fact which should be used to obtain tobacco shop windows and counter displays. Useful stills are Still Nos. John Derek 6 and 8.

MERCHANDISING

"All The King's Men" is a "natural" for local merchants who wish to tie in commodities already in stock. Copy lines which might prove useful are:

"All The King's Men Would Love You In (Stacey's Dresses)."

"All The King's Men Could Find No Better Values."

"Perfume to Attract All The King's Men."

TIE-UP STILLS

In addition to the John Derek stills described at the left, a wide assortment of useful tie up stills is available on "All The King's Men."

Men's Wear: Prod. Still Nos. 5, 94; Still Nos. Broderick Crawford 26 and 27. *Tobacco Shops:* Still Nos. Broderick Crawford 26 and 27. *Women's Wear, Beauty:* Prod. Still Nos. 69, 116, 128, 157, 161, 162. *Cameras:* Prod. Still No. 8. *Pet Shops:* Prod. Still No. P-30.

RADIO PAGES

Get radio page publicity around the screen debut of Mercedes McCambridge, who has been called "radio's finest actress" by that top authority, Orson Welles. Use Prod. Still No. 165. Anne Seymour and Ralph Dumke are other broadcast personalities well known to radio fans and radio editors alike.

COLLECT 'ALL KING'S MEN'

Still No. Art 12

Still No. Art 7

Still No. Art 10

Still No. Art 5

Still No. Art 8

Still No. Art 6

Still No. Art 11

Still No. Art 9

All heads available on one mat. Order Mat 2-E from National Screen

Print these half-column mats of the film's principals, separately on cards, with prizes going to persons collecting "All The King's Men." Distribute cards via handouts or cooperating stores.

NEWSPAPER EDITORIAL

Arrange for a newspaper editorial or for column comment, along the lines indicated below.

FOR DISTINGUISHED EFFORT

It is in the nature of our life to offer prizes, awards, honors for distinguished effort. The laurel wreath of Olympia is the "Oscar" of Hollywood, and there is a difference only of field between the Grand Imperial Master Potentate of a fraternal order and the winner of a Pulitzer Prize. Such honors do not come lightly. Regardless of the dissenting opinions of those who would adjudge another more worthy, to be singled out from one's contemporaries is a matter of high tribute.

There is, today at the ..... Theatre, a motion picture called "All The King's Men," made by Columbia Pictures from the Pulitzer Prize-winning novel by Robert Penn Warren. Produced and directed by Robert Rossen, the film is a gallant effort whose like may not come this way again. A motion picture based upon America, rich with the beauty and meanness, ambition and warmth that makes up this nation, "All The King's Men" is a tapestry of sheer excitement. The theme is one which has been discussed on this page, and on the pages of every newspaper in the land, over the air and across the dinner tables of America. It is a part of the life we live, and a vital part.

"All The King's Men" won a Pulitzer Prize as a novel; it deserves the highest possible honors as a motion picture. You should see it.

STORY IN PICTURES

Stills and captions telling story of the film are available free for newspaper use from:

Publicity Department, Room 901, Columbia Pictures Corp., 729 7th Ave., N. Y. 19.

4-Day Newspaper Contest

A number of Pulitzer Prize novels have been made into great motion pictures, with "All The King's Men" joining the list. This four-day contest is keyed to the "book-into-film" idea, and it can be used with newspaper sponsorship, as a herald handout, or in your theatre program. Contest is adaptable to radio, as well. First day caption might be used again, with slight change for later stills. The book jacket still used in all four mats is Still No. Art 15.

All four contest mats (2 cols. x 4¼" deep) available on Mat 5-A at National Screen.

Win guest tickets to Columbia Pictures' screen version of the Pulitzer Prize novel, "All The King's Men," which opens ..... at the ..... Theatre. Simply study the scene above, from another great film based upon a Pulitzer Prize novel, and fill in the coupon below. Scenes from three other prize-winning films will be printed daily, tomorrow and thereafter. Send all four, with your answers, name and address, to Contest Editor, Blanktown Gazette. To avoid ties, also include a 25-word letter beginning: "I Want to See 'All The King's Men' Because ....."

Name the picture shown above .....

Who was the Pulitzer Prize author? .....

Who were the stars of the film? .....

Answers: "Gone With the Wind." Margaret Mitchell. Clark Gable, Vivien Leigh, Thomas Mitchell, Olivia de Havilland, Leslie Howard. (Still used is Still No. Exp. 2.)

(SECOND DAY)

Answers: "The Grapes of Wrath." John Steinbeck. Henry Fonda, Jane Darwell. (Still used is Still No. Exp. 1.)

(THIRD DAY)

Answers: "The Yearling." Marjorie Kinnan Rawlings. Gregory Peck, Jane Wyman, Claude Jarman. (Still used is Still No. Exp. 3.)

(FOURTH DAY)

Answers: "All The Kings Men." Robert Penn Warren. Broderick Crawford, Joanne Dru, John Ireland, John Derek, Mercedes McCambridge. (Still used is Prod. Still No. 72.)

SPORTS PAGES

Sports editors should be interested in the fact that important scenes of "All The King's Men" depict a football game between the Cleveland Browns and the San Francisco 49'ers. John Derek, as a topflight grid star in the film, is shown in Prod. Still No. 148, with big league football players Al Hoisch, Gil Bowley, Jim Hardy and Fred Gehrke. Arrange for the still to be printed, along with a story on other famous football players who starred in recent films, or former grid stars currently starred in motion pictues.

FOR YOUR INFORMATION

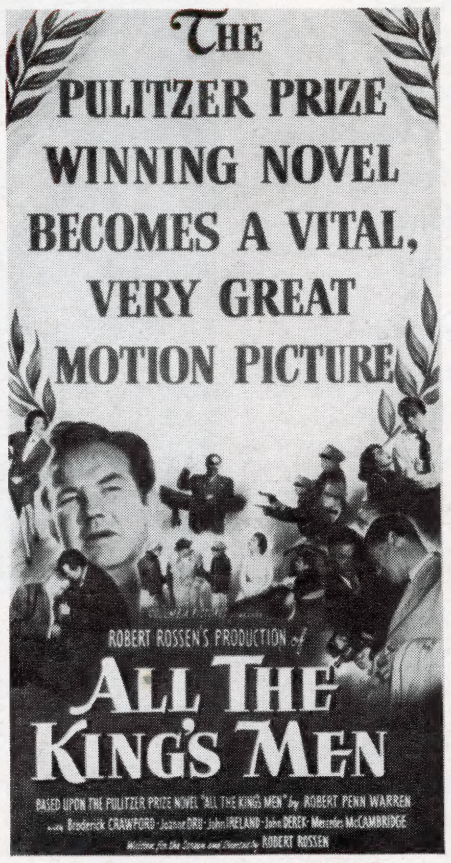
"All The King's Men" is the most recent Pulitzer Prize novel turned into a film. Use the following complete list of such prize novels to key a 40" x 60" display, using stills from the films, or to extend the 4-day contest described above.

"Alice Adams" by Booth Tarkington; "The Magnificent Ambersons" by Booth Tarkington; "So Big" by Edna Ferber; "Arrowsmith" by Sinclair Lewis; "Bridge of San Luis Rey" by Thornton Wilder; "The Good Earth" by Pearl Buck; "Gone With the Wind" by Margaret Mitchell; "The Late George Apley" by J. P. Marquand; "The Yearling" by Marjorie Kinnan Rawlings; "The Grapes of Wrath" by John Steinbeck; "A Bell for Adano" by John Hersey.

POSTERS

TWENTY-FOUR SHEET

SIX SHEET



THREE SHEET

ONE SHEET

LOBBIES

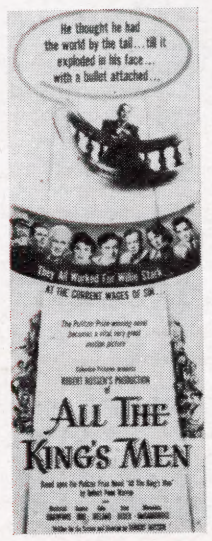
EIGHT
11x14's

22x28 A

22x28 B
SLIDE (Same Design)

Is there anything NEW in the movies?

9x12 FOUR-PAGE HERALD



INSERT CARD

WINDOW CARD

ORDER ALL ACCESSORIES, SPECIAL STANDEES and 30x40, 40x60, 24x60 and 24x82 DISPLAYS FROM NATIONAL SCREEN SERVICE.

PRINTED IN U. S. A.

ADVERTISING SECTION

724-Line Ad Mat No. 403—4 Cols. x 181 Lines

↑ ***This ad also available as 400-Line Ad Mat No. 304 (3 Cols. x 133 Lines)*** ↑

Copyright 1949, Columbia Pictures Corp.

PB#3119

THESE PEOPLE WERE IN HIS HIP POCKET...

next to the whiskey... and the blackjack... and the gun...

TINY DUFFY
"Nobody can trust him and you know it."

JACK BURDEN
"He had tender sensibilities for a hatchet man."

ADAM STANTON
"An old-fashioned man... who believed in a sister's honor."

SADIE BURKE
"A very smart cooky. She had been around."

They all worked for **WILLIE STARK** —at the current wages of sin.

ANNE STANTON
"She had poise . . . class . . . soft white skin."

SUGAR-BOY
"Nobody wanted to debate with the .38 under his arm pit."

TOM STARK
"He was a Big Shot's son who went for the girls."

ROBERT ROSSEN'S PRODUCTION
of

ALL THE KING'S MEN

A COLUMBIA PICTURE

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren

Broderick CRAWFORD · Joanne DRU · John IRELAND · John DEREK · Mercedes McCAMBRIDGE
with

Written for the Screen and Directed by ROBERT ROSSEN

A Pulitzer Prize novel becomes a motion picture of great stature

D

680-Line Ad Mat No. 404—4 Cols. x 170 Lines

↑ ***This ad also available as 375-Line Ad Mat No. 302 (3 Cols. x 125 Lines)*** ↑

668-Line Ad Mat No. 402—4 Cols. x 167 Lines

These "type" ads are primarily designed as special advance ads and are recommended for use during the week prior to the opening of the picture.

Is there anything NEW in the movies?

It happens now and then. *THE BEST YEARS OF OUR LIVES* was an example. *GOING MY WAY* was another. So were the *JOLSON* pictures. They burst like rockets across the country and millions of movie-goers are made happy.

Another is just around the corner—a brilliant, merciless study of a self-made man, a ruthless "big shot," his morals, manners, and women...of the gamblers and crooks who fought for his favor . . . and the few who risked ruin and sought to destroy him. The title? *ALL THE KING'S MEN* . . . the great Pulitzer Prize-winning novel by Robert Penn Warren . . . produced and directed by Robert Rossen. The cast? Great actors . . . some whose names might not fall too familiarly from your lips . . . but great actors.

The story? The theme? The background?

Here is a story of such mounting intensity that a number of preview audiences, limp after this stark, electrifying drama, became couriers of applause and adulation for the brave young effort now come to woo the favor of the movie-goers of this great city.

The theme you've discussed...with your family...with your neighbor...at countless dinner tables...it's a part of the life we live.

The background is a tapestry of sheer excitement in which life, death and tragic happenings vie with each other in moods so tense that the crackling seconds become almost painful.

That's *ALL THE KING'S MEN*, a vital, very great picture. You should see it. Its like may not come this way again.

This Columbia Picture will be shown at the Victoria Theater, Broadway and 46th Street, beginning Nov. 8th.

500-Line Ad Mat No. 401—4 Cols. x 125 Lines

↑ It is suggested that Ad Mat No. 401 appear on page three of the local newspaper, rather than in the amusement section. ↑

This Pulitzer Prize Winner has his say-

ROBERT PENN WARREN, *Author of "All The King's Men"*

"I have just seen 'All The King's Men' and I want to tell you how impressed I am. All of the main characters, and many of the minor ones, came startlingly alive for me. I say startlingly, because when I first saw the picture I thought of them as people inwardly alive, coming before me in their own right. In a way, it was like go-

SOMETHING NEW IN THE MOVIES!

"A must for movie-goers . . . Audiences are electrified into rapt attention!" *N. Y. Daily News*

"A rip-roaring film . . . Superb pictorialism which perpetually crackles and explodes!" *N. Y. Times*

"Magnificent! One

THERE IS SOMETHING NEW IN THE MOVIES!

It happens now and then. THE BEST YEARS OF OUR LIVES was an example. GOING MY WAY was another. So were the JOLSON pictures. They burst like rockets across the country and millions of movie-goers are made happy.

Another is just around the corner—a brilliant, merciless study of a ruthless "big shot", his morals, manners and women ...of the gamblers and crooks who fought for his favor . . . and the few who risked ruin and sought to destroy him. The title is ALL THE KING'S MEN . . . the great Pulitzer Prize novel by Robert Penn Warren . . . produced and directed by Robert Rossen.

ALL THE KING'S MEN is a vital, very great motion picture. You should see it. Its like may not come this way again.

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION

fresh idea of the book, before I had written a word.

"Where the characterizations departed from my own original ideas, as is sometimes the case, I felt it to be in accordance with a new and equally valid logic which the characters and director had discovered. I felt that they had revealed to me new aspects and new possibilities of the material. And as for the atmosphere, the general feeling of the picture—that, too is effectively done. In this picture, I think, there is intensity without tricks and pretensions, and always a sense of truth: such a thing as this could happen in a world like this."

Robert Penn Warren

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION
OF

ALL THE KING'S MEN

with
Broderick CRAWFORD • Joanne DRU • John IRELAND • John DEREK
Mercedes McCAMBRIDGE
Written for the Screen
and Directed by ROBERT ROSSEN

Ad Mat No. 106—**239 Lines**

Ad Mat No. 106 is especially suited for use in the amusement sections of Sunday newspapers.

Put These Quotes to Work!

MAGAZINES

"The most exciting film to come out of Hollywood this year." —*Life Magazine*

"Rousing stuff . . . Rossen deserves commendation on all counts." —*John McCarten, The New Yorker*

"Giant among movies . . . one of the finest of the year." —*Edwin Miller, Seventeen*

"Fascinating Drama . . . every American can benefit by seeing it and every American should." —*Cue*

"Brilliant . . . told with steel-like realism and integrity." —*Look*

"A film of considerable distinction and singular dramatic force." —*Newsweek*

"Full of punch and color . . . vitality and fire." —*Time*

COLUMNISTS

"Curtain Calls: Columbia's 'All The King's Men' flicker." —*Walter Winchell*

"Triple A Indorsements . . . may push Brod Crawford right up for Academy Award." —*Louis Sobol*

"Tops In Town . . . audiences are raving about Mercedes McCambridge." —*Dorothy Kilgallen*

"The leading contender in the Academy Award sweepstakes." —*Earl Wilson*

"Compelling and dramatic . . . one of the most gripping and powerful pictures I've seen in many years." —*Louella Parsons*

"Blunt, brutal and fascinating . . . has roughness and power." —*Harrison Carroll*

NEW YORK NEWSPAPERS

"A 'Must' for movie-goers." —*Kate Cameron, Daily News*

"Enormously Exciting . . . one of the great productions of the year." —*Rose Pelswick, Journal-American*

"Strong Challenger for best picture of the year." —*Alton Cook, World-Telegram*

"Raw, Racy . . . a rip-roaring film." —*Bosley Crowther, Times*

"Tumultuous . . . has fidelity and sweep." —*Howard Barnes, Herald Tribune*

"Vastly Dramatic . . . rich, sprawling panorama." —*Eileen Creelman, Sun*

"For Movie-Goers' list of superior films." —*Archer Winsten, Post*

LOS ANGELES NEWSPAPERS

"Makes history . . . stands to win assortment of Academy Awards." —*Edwin Schallert, Times*

"Looks to be the movie of the year . . . moviemaking at its best." —*Leroy Goodman, News*

"One of the year's best . . . a must see movie." —*Dick Williams, Mirror*

"Magnificent . . . one of the great productions of the year!" *N.Y. Journal-American*

"Strong challenger for best picture of the year!" *N.Y. World-Telegram*

"Tumultuous film . . . has fidelity and sweep." *N.Y. Herald Tribune*

"A picture of solid worth . . . for movie-goers' list of superior films." *N.Y. Post*

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION
OF

ALL THE KING'S MEN

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
with
Broderick CRAWFORD • Joanne DRU • John IRELAND • John DEREK
Mercedes McCAMBRIDGE
Written for the Screen
and Directed by ROBERT ROSSEN

Ad Mat No. 107—**203 Lines**

Ad Mat No. 107 is recommended for after opening, featuring local critics' quotes in place of those quotes shown in the ad. However, it may be used in advance of opening, taking full advantage of the New York critics' quotes, as shown in the ad.

ROBERT ROSSEN'S PRODUCTION
OF

ALL THE KING'S MEN

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
with
Broderick CRAWFORD • Joanne DRU • John IRELAND • John DEREK
Mercedes McCAMBRIDGE
Written and Directed by ROBERT ROSSEN

Ad Mat No. 105—**200 Lines**

Ad Mat No. 105 is especially suited for use in the amusement sections of Sunday newspapers.

He thought he had the world by the tail...
till it exploded in his face...
with a bullet attached...

450-Line Ad Mat No. 303—3 Cols. x 135 Lines

214-Line Ad Mat No. 207—2 Cols. x 107 Lines

This ad also available as 429-Line Ad Mat No. 301 (3 Cols. x 143 Lines)

100-Line Ad Mat No. 204—2 Cols. x 50 Lines

146-Line
Ad Mat No. 206
2 Cols. x
73 Lines

This ad also available as 600-Line Ad Mat No. 405 (4 Cols. x 150 Lines)

198-Line Ad Mat No. 205—2 Cols. x 99 Lines

300-Line Ad Mat No. 305—3 Cols. x 100 Lines

LAST 2 DAYS

THEATRE

Starts THURS.

THE PULITZER PRIZE-WINNING NOVEL BECOMES A VITAL, VERY GREAT MOTION PICTURE

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION of

ALL THE KING'S MEN

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
with Broderick CRAWFORD • Joanne DRU • John IRELAND
John DEREK • Mercedes McCAMBRIDGE
Written for the Screen and Directed by ROBERT ROSSEN

Ad Mat No. 104—70 Lines

NOW PLAYING

THEATRE

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION of

ALL THE KING'S MEN

THE STORY OF A BIG SHOT...
his morals, his manners and his women!

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
with
Broderick CRAWFORD • Joanne DRU
John IRELAND • John DEREK
Mercedes McCAMBRIDGE
Written for the Screen and Directed by ROBERT ROSSEN

Ad Mat No. 103—42 Lines

THEATRE

NOW

THE STORY OF A BIG SHOT...
his morals, his manners, and his women!

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION of

All the King's Men

Based upon the Pulitzer Prize Novel "All The King's Men"
by Robert Penn Warren • with Broderick CRAWFORD
Joanne DRU • John IRELAND • John DEREK • Mercedes McCAMBRIDGE
Written for the Screen and Directed by ROBERT ROSSEN

72-Line Ad Mat No. 203—2 Cols. x 36 Lines

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION of

ALL THE KING'S MEN

From the Pulitzer Prize Novel

Based upon the Pulitzer Prize Novel "All The King's Men"
by Robert Penn Warren with Broderick CRAWFORD • Joanne DRU
John IRELAND • John DEREK • Mercedes McCAMBRIDGE
Written for the Screen and Directed by ROBERT ROSSEN

Ad Mat No. 101—18 Lines

THE PULITZER PRIZE-WINNING NOVEL BECOMES A VITAL, VERY GREAT MOTION PICTURE

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION
OF

ALL THE KING'S MEN

Broderick CRAWFORD • Joanne DRU • IRELAND
John DEREK • Mercedes McCAMBRIDGE

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren • Written for the Screen and Directed by ROBERT ROSSEN

Ad Mat No. 102—31 Lines

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION
OF

ALL THE KING'S MEN

The Story of a Big Shot ...his morals, his manners, and his women!

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren

with Broderick CRAWFORD • Joanne DRU
John IRELAND • John DEREK • Mercedes McCAMBRIDGE
Written for the Screen and Directed by ROBERT ROSSEN

56-Line Ad Mat No. 202—2 Cols. x 28 Lines

THE PULITZER PRIZE-WINNING NOVEL BECOMES A VITAL, VERY GREAT MOTION PICTURE

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION of

ALL THE KING'S MEN

with Broderick CRAWFORD • Joanne DRU • John IRELAND • John DEREK • Mercedes McCAMBRIDGE

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
Written for the Screen and Directed by ROBERT ROSSEN

36-Line Ad Mat No. 201—2 Cols. x 18 Lines

Official Billing

COLUMBIA PICTURES 15%

presents

ROBERT ROSSEN'S PRODUCTION 30%

of

ALL THE KING'S MEN 100%

Based upon the Pulitzer Prize Novel "All The King's Men"
by Robert Penn Warren 25%

with

Broderick CRAWFORD • Joanne DRU • John IRELAND • John DEREK • Mercedes McCAMBRIDGE
25%

Written for the Screen and Directed by ROBERT ROSSEN
25%

"MAGNIFICENT!" ROSE PELSWICK, N. Y. JOURNAL-AMERICAN

ROBERT ROSSEN'S PRODUCTION of ALL THE KING'S MEN

A Columbia Picture

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren with Broderick Crawford • Joanne Dru John Ireland • John Derek • Mercedes McCambridge • Written for the Screen and Directed by Robert Rossen

Ad Mat No. 109—26 Lines

"THE MOST EXCITING FILM TO COME OUT OF HOLLYWOOD THIS YEAR."
—LIFE MAGAZINE

ROBERT ROSSEN'S PRODUCTION of ALL THE KING'S MEN

A Columbia Picture

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren with Broderick Crawford • Joanne Dru John Ireland • John Derek • Mercedes McCambridge • Written for the Screen and Directed by Robert Rossen

Ad Mat No. 108—34 Lines

Printed in U.S.A.

"Best picture of year."

Winner, Annual Award N.Y. Film Critics

"Most exciting film this year."

Life mag.

"Year's best picture."

Washington Star

"Rates all Oscars for year."

L. A. Daily News

COLUMBIA PICTURES presents

ROBERT ROSSEN'S PRODUCTION of

ALL THE KING'S MEN

Based upon the Pulitzer Prize Novel "All The King's Men"
by Robert Penn Warren
with
Broderick CRAWFORD · Joanne DRU · John IRELAND
John DEREK · Mercedes McCAMBRIDGE
Written for the Screen and Directed
by ROBERT ROSSEN

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ADVERTISING SUPPLEMENT

• The New York Film Critics selected "All The King's Men" as the winner of their Annual Award for THE BEST PICTURE OF THE YEAR. From coast to coast, many newspapers and magazines have singled it out for similar honors.

• The ads contained within this supplement stress these honors. They can also be adapted, to fit your particular situation, by adding your own local critics' quotes.

• The back page of this supplement lists a few of the many honors that have already been accorded "All The King's Men" and it is suggested that you INCLUDE SOME OF THESE "BEST PICTURE OF THE YEAR" QUOTES IN ALL YOUR ADVANCE ADVERTISING. For example: A single line can be set by the newspaper to run across the top of all ads reading "BEST PICTURE OF THE YEAR — *N. Y. Film Critics Award.*"

• As a further aid in advertising "All The King's Men" a 40″ x 60″ lobby display keyed to the BEST PICTURE OF THE YEAR theme and newpaper stories with the same slant will be found on the back page of this special advertising supplement.

THE WINNER OF THE NEW YORK FILM CRITICS AWARD:

"BEST PICTURE OF THE YEAR"

LIFE Magazine Says:

"MOST EXCITING FILM THIS YEAR"

Los Angeles Daily News Says:

"Rates all the Oscars for this year and for the past several

Is there anything NEW in the movies?

It happens now and then. *THE BEST YEARS OF OUR LIVES* was an example. *GOING MY WAY* was another. So were the *JOLSON* pictures. They burst like rockets across the country and millions of moviegoers are made happy.

Another is just around the corner — a brilliant, merciless study of a ruthless "big shot", his morals, manners and women . . . of the gamblers and crooks who fought for his favor . . . and the few who risked ruin and sought to destroy him. The title is *ALL THE KING'S MEN* . . . the great Pulitzer Prize novel by Robert Penn Warren . . . produced and directed by Robert Rossen and presented by Columbia Pictures.

Here is a story of mounting intensity, a theme that is part of the life we live . . . a background of sheer excitement so tense that the crackling seconds become almost painful.

Life magazine calls it "the most exciting film to come out of Hollywood this year". It won the New York film critics award "Best Picture of the Year". The picture is "brilliant . . . told with steel-like realism and integrity", to quote Look magazine, while Time acclaims it as "full of punch and color . . . vitality and fire . . . all kinds of unpredictable and realistic touches".

Only rarely does a motion picture receive such undiluted critical praise from magazines and newspapers everywhere.

ALL THE KING'S MEN is a vital, very great motion picture. You should see it. Its like may not come this way again.

504-Line Ad Mat No. 407—4 Cols. x 126 Lines

THE WINNER OF THE NEW YORK FILM CRITICS AWARD:

"BEST PICTURE OF THE YEAR"

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION
OF

ALL THE KING'S MEN

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
with
Broderick CRAWFORD • Joanne DRU • John IRELAND • John DEREK
Mercedes McCAMBRIDGE
Written for the Screen
and Directed by ROBERT ROSSEN

Ad Mat No. 114—**112 Lines**

for the past several years. An electrifying movie."

COLUMBIA PICTURES presents
ROBERT ROSSEN'S PRODUCTION
OF

ALL THE KING'S MEN

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
with
Broderick CRAWFORD • Joanne DRU • John IRELAND • John DEREK
Mercedes McCAMBRIDGE
Written for the Screen and Directed by ROBERT ROSSEN

Ad Mat No. 115—192 Lines

NEW YORK FILM CRITICS CIRCLE AWARDS!
BEST PICTURE! BEST ACTOR!

"BEST PICTURE OF THE YEAR!"

ROBERT ROSSEN'S PRODUCTION OF

ALL THE KING'S MEN

"BEST MALE PERFORMANCE"
BRODERICK CRAWFORD

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
with Broderick CRAWFORD • Joanne DRU • John IRELAND • John DEREK • Mercedes McCAMBRIDGE
Written for the Screen and Directed by ROBERT ROSSEN
A COLUMBIA PICTURE

206-Line Ad Mat No. 212—2 Cols. x 103 Lines

"BEST PICTURE OF YEAR"

—WINNER OF N.Y. FILM CRITICS AWARD

ROBERT ROSSEN'S PRODUCTION OF

ALL THE KING'S MEN

with
Broderick CRAWFORD • Joanne DRU • John IRELAND • John DEREK
Mercedes McCAMBRIDGE
A COLUMBIA PICTURE

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
Written for the Screen and Directed by ROBERT ROSSEN

88-Line Ad Mat No. 213—2 Cols. x 44 Lines

"BEST PICTURE OF THE YEAR!"
N.Y. Critics Award

Ad Mat No. 116

Special slugs to be spotted in your regular display advertising. Both slugs available on one mat.

"BEST PICTURE OF THE YEAR!"
N.Y. Critics Award

"BEST OF THE YEAR!"

••• NEW YORK FILM CRITICS CIRCLE AWARD •••
ROBERT ROSSEN'S PRODUCTION of
ALL THE KING'S MEN
A COLUMBIA PICTURE

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren with Broderick CRAWFORD • Joanne DRU • John IRELAND • John DEREK • Mercedes McCAMBRIDGE
Written for the Screen and Directed by ROBERT ROSSEN

Ad Mat No. 113—35 Lines

Order All Ad Mats from Your National Screen Service Exchange.

"BEST OF THE YEAR!"

NEW YORK FILM CRITICS CIRCLE AWARD!
ROBERT ROSSEN'S PRODUCTION of

ALL THE KING'S MEN

A COLUMBIA PICTURE

Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren
with Broderick CRAWFORD • Joanne DRU • John IRELAND • John DEREK • Mercedes McCAMBRIDGE
Written for the Screen and Directed by ROBERT ROSSEN

58-Line Ad Mat No. 211—2 Cols. x 29 Lines

"BEST PICTURE" AWARDS ALREADY WON BY "ALL THE KING'S MEN"

(We suggest some of them be spotted in your advance advertising.)

"BEST PICTURE OF YEAR"

—Winner, Annual Award N. Y. Film Critics

"BEST FILM OF THE YEAR"

—San Francisco Drama Critics

"Most Exciting Film This Year"

—Life Magazine

"Year's Best Picture"

—Washington Star

"Rates All Oscars for Year"

—Los Angeles Daily News

"Best Film of the Year"

—Washington Post

"Picture of the Month"

—Redbook Magazine

"Picture of the Month"

—Seventeen Magazine

"The Man's Movie of the Month"

—Esquire Magazine

"Movie of the Month"

—Motion Picture Magazine

(For additional quotes, see page 5a of the pressbook ad section.)

"All The King's Men" Hailed as Best Film of Year By Nation's Newspaper and Magazine Critics

"All The King's Men," rated the best of the year by the nation's magazine and newspaper critics, opens .... at the ..... Theatre. Based upon the Pulitzer Prize novel by Robert Penn Warren, the Columbia picture has received more critical applause than any film in recent months.

The New York Film Critics Circle, composed of all the critics in that city, awarded "All The King's Men" its "best picture of the year" accolade, and named Broderick Crawford, who is featured in the film, as the best actor of the year. Mercedes McCambridge, also in the picture, was a runner-up for the "best actress" title. Others in "All The King's Men" are Joanne Dru, John Ireland and John Derek. Robert Rossen wrote the screen play, directed and produced the picture for Columbia.

In addition to their united acclaim, the New York film critics separately chose "All The King's Men" for their "ten best" lists, in many cases rating it as "best" of the ten films chosen.

Newspaper critics throughout the country similarly have chosen "All The King's Men" for top honors, with the *Los Angeles Daily News* asserting the film "rates all the Oscars of the year," and the *Washington Star* calling it "the year's best picture."

Magazine critics have been equally laudatory. *Life Magazine* rated "All The King's Men" as "the most exciting film this year," *Redbook, Seventeen, Esquire* and *Motion Picture* all have named the film "the picture of the month."

'Best Film of Year' To Open Here Soon

Rated the "best picture of the year" by the New York Film Critics Circle, Columbia Pictures' "All The King's Men" opens.... at the.....Theatre. Broderick Crawford, whose work in the film won him the New York Film Critics' "best actor" award, heads the featured cast which also includes Joanne Dru, John Ireland, John Derek and Mercedes McCambridge.

The honors accorded the Robert Rossen production based upon Robert Penn Warren's Pulitzer Prize novel, "All The King's Men," have been repeated in every city in which the picture was shown, and in the magazines.

Rated 'Best Actor'

Best actor of the year in the best picture of the year, according to the New York Film Critics Circle, Broderick Crawford opens..... at the.....Theatre in Columbia Pictures' "All The King's Men." A Robert Rossen production based on the Pulitzer Prize novel by Robert Penn Warren, "All The King's Men" also features Joanne Dru, John Ireland, John Derek and Mercedes McCambridge.

SPECIAL 40" x 60"

Order this special 40″ x 60″ from your nearest National Screen Service exchange for prominent display in your lobby well in advance of playdate. Move it out front during your run of "All The King's Men."

Scanned from the collections of the
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http://wcftr.commarts.wisc.edu

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